



The San Francisco Fire Department commemorated the victims of the World Trade Center attacks with ceremonies at each of the City's 42 fire stations. Fire Department personnel assembled in front of each station at 6.58 am to observe a moment of silence before hearing the names of the 343 New York firefighters who lost their lives. Photo by Paula Aspin.

Businesses Make Hill History

By Robynne Boyd

One sign of a good business is its ability to stay open in the face of economic booms and busts, as well as changes in demographics and fashion. At this month's 7th Annual Potrero Hill History Night, several of the Hill's more venerable businesses will tell their tales of survival and relate how the neighborhood has both changed and stayed the same.

Myths, fables and facts have stacked the shelves of Iaconi Books since 1955. Spurred into business because Mariuccia Iaconi wanted her children to learn Italian – their father's tongue – she began importing books to read to them. Now, more than a half-century later, Iaconi's offspring not only know Italian but also help run a prosperous enterprise with deep community roots.

"I keep meeting people who knew us when we started the business," said Iaconi, who operated the bookstore out of her Pennsylvania Avenue home for its first 10 years. "Residents still remember being served my fresh baked bread and tea, and an occasional lunch cooked by my husband, when they came over to buy books."

After checking out various Potrero sites, Iaconi Books settled into a large warehouse at 970 Tennessee Street. The store, with its vividly painted walls, complete with a spouting whale and winking daisy, welcomes visitors into the magical world of children.

"As this is the land of the immigrants, I imported books from Persia, Israel, Russia, all the European nations and some countries in South America," continued Iaconi. Twenty-five years ago the bookstore began concentrating on Spanish books to match the growth in interest in the state's second most popular language, although a smattering of African and Arabic books can still be found on the shelves.

"We've gotten to know a lot of people on Potrero Hill and get to see a lot of little kids," said Mariuccia, whose daughter, Mara, reads Spanish and/or English stories every Tuesday at 11:30a.m. "Owning this bookstore is a very wonderful way to try to make a living."

Another business that's been in Potrero since Truman was president is Nibbi Brothers Construction. In 1950, Marino Nibbi, a carpenter from Lucca, Italy, started the company in his South of Market basement. Three years later, in response to rising demand for his services, Nibbi moved to 1433 17th Street between Connecticut and Arkansas streets.

"It's amazing you've got a guy who came from Italy, with no education, starts a small business out of his house, and now, two generations later it's a \$150 million a year company," enthused Sergio Nibbi, one of Marino's sons. "That's what America's all about."

Marino's sons, Larry and Sergio, joined the business in 1957 and 1965, respectively, allowing Marino to retire in 1973. Now Sergio's two

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Home-Grown Candidates Vie for District 10

By Robynne Boyd

District 10 encompasses San Francisco's diverse southeast neighborhoods, including Bayview-Hunters Point, Dogpatch, Little Hollywood, Portola, Potrero Hill, Silver Terrace, and Visitation Valley. It's an area that hosts fine dining establishments, \$2 million-plus homes, the City's last remaining sizeable power plant, two freeways, and more industrial truck traffic than any other part of San Francisco.

Much of the District is subject to high rates of crime and unemployment, and many community advocates

believe that it's often neglected by City government. "It is a fact that the City as a whole still sees the southeastern neighborhoods as kind of a dumping ground – and maybe now as a dumping ground that is being planned to house 30,000 more people," said Tony Kelly, Potrero Boosters Neighborhood Association President. "For that combination to be anything other than a disaster requires sound planning, and a lot more City resources, both of which the City continues to fall way short on," he said.

People who live in the District love their community, as do the individuals running to represent it at the San Francisco Board of Supervisors. The View sat down with six of the seven candidates, including incumbent Sophie Maxwell, to find out why they're running for office, and what they hope to accomplish if they're elected. Most of these home-grown politicians have been active in the community for years. Readers are encouraged to find out more about them by asking their neighbors what they know, and by attending

one or more of the candidate forums sponsored by various organizations.

Marie Harrison is a contributing writer to the Bayview newspaper and a community organizer for Greenaction, a non-profit organization that works on health and environmental justice issues. "The community that I live in is jam-packed with a lot of problems, but people won't look at the bigger picture and see how it all got started," said Harrison, "I can track it back to the closure of the shipyards, lack of jobs, people trying to survive no matter what – it's crazy."

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Publisher's View

By Steven J. Moss

Less than a year after we bought our two-flat building on Kansas Street – and a few months before my wife Debbie gave birth to our daughter Sara – Joe and Sam moved into our lower unit. Joe's a reporter who looks a bit like Dustin Hoffman; Sam's a Scottish lass who's so nice that for years I thought she was faking it. Joe and Sam had just gotten married when they moved in, and in fact had been living in separate apartments even after the ceremony as they looked for shared quarters: our apartment was their first home as a married couple. Soon enough, Sam gave birth to Ella, and a few years later to Finn.

Over time we became something like an extended family, with now four-year-old Ella and five-year old Sara freely wandering up and down the back stairs for play dates, shared baths, and "supper," as Sam called it. The adults would swap child-raising tips; we'd hear about Joe's latest book or article; and we'd all sit around the backyard, drinking the beverage of our choice. We weren't actually related, but it felt like we were.

A few months ago Joe got an offer from the *LA Times* he couldn't refuse; last month Joe, Sam, Ella and Finn reluctantly moved out. We've already received several post cards from Ella telling Sara how much she misses her; and Sara's bought toys to send to Ella.

As we go through life, friends come and go. Sometimes our friends become closer to us than our own families. There's something particularly intimate about friends who're also our neighbors, or, in our case, shared the same small building and backyard. We saw Joe, Sam, Ella and Finn virtually everyday and usually knew when one family or the other were arguing, or when one of

the children had a hard time sleeping at night.

This circle of intimacy can extend to next door neighbors, and even to the local businesses we frequent. Those of us who've lived in Potrero for more than a few years fondly remember the Daily Scoop, and still can't forgive Just for You for moving to Dogpatch. We'll certainly miss Klein's Deli if it ultimately has to leave the neighborhood.

Most of us meet our friends at work or school, or as part of ongoing social networks, none of which may occur near to where we live. Even the schools we send our children to may be across town – Sara goes to Alvarado in Noe Valley. What's more, given Americans' tendency towards mobility, many of our good friends and family are spread throughout the nation, or even the world. As a result, much of our relationships take place over the telephone or Internet, in an electronic nowhere land. For years after I first moved to San Francisco I spent far more time talking on the phone to geographically distant friends than I did physically interacting with the people in my neighborhood. We risk becoming a people without faces, much less places.

Joe, Sam, Ella and Finn taught my family the importance of having a relationship that's grounded in the place where we live. It doesn't have to be right down stairs, but, perhaps surprising to those of us who grew up in detached houses in sprawling suburbs, when it is it can be as meaningful and important as any other relationship we'll have.

Our apartment is empty right now, being fixed up for the next family to move in. We'll probably never re-create the relationship we had with Joe and Sam and their family, but hopefully, over time, who ever moves in will become at least a little more than just tenants.

Letters to the Editor

View Readers Respond to September article on Klein's Deli

Dear Editor,

I am the former owner of Potrero Mail 'More which I owned from the fall of 1990 until this spring. By the time I sold my business, my rent had more than doubled since I started the business, which was in line with the increase and values of the property on Potrero Hill as well as the whole of San Francisco. Rents go up. There is nothing evil or sinister about that.

I know the owner of the building which leases to Klein's. Timberly Hughes has always been a very straightforward and honest woman. I was aware of her attempts to negotiate with Klein's over the past few years, and that Klein's has had no rent increase since 1994. I know that Timberly was paying for the water and sewer. I know that over the past two years Timberly made two separate proposals for rent increases to Klein's, and that both were still below market rate, because Timberly wanted to keep Klein's as a tenant if she could. I also know that Klein's rejected both of these proposals. After Timberly lost her tenant she and her husband decided to open an organic wine and deli shop.

Unfortunately, it appears because of a whisper campaign, the Hughes family is not being given any kind of a chance. They have received nasty letters.

The Hughes's are nice people. After twelve years, their tenant – who owns three stores – did not want to pay a reasonable rent increase. That happens sometimes; people don't always agree. But now the Hughes's, who are honest, hard-working people, are being slandered. Unfortunately, it seems that people are more interested in having a "cause" to get riled up about than they are in the simple truth.

Chris Campbell
Former Hill Resident

Dear Editor,

For twenty-six years, Klein's Deli has been the quintessence of a neighborhood business. While the face of Potrero Hill has undergone constant change, Klein's has remained precisely where and what it was: a friendly corner deli with great food and reasonable prices. It's been a community meeting place, an institution – and now it's about to disappear.

Why is this happening? It's a story we've heard before: the landlord wants to double the rent, and the proprietor can't afford the increase.

In a statement posted on Klein's front door, landlord Timberly Hughes points out that she hasn't raised the rent in the seven years she's owned the building. The fact is that Hughes has hardly been charitable in maintaining the rent – she was bound by an existing lease when she bought the building in 1999. Klein's owner Avery McGinn acknowledges that higher rent is in order, has in fact

expressed her willingness to accept a 70% increase, but feels the 100% hike is prohibitive.

In her statement, Hughes says "our mortgage went up" and claims "the rent we receive is the only reason we can afford to live in this wonderful neighborhood." Further in the statement Hughes speaks of opening her own "organic wine and deli shop" in the space occupied by Klein's. This presumably would require considerable capitalization. It is public knowledge that Hughes plans a vertical addition to the building, whose construction costs will doubtless run into the hundreds of thousand of dollars. All of this engenders great skepticism concerning the significance of Klein's rent.

It seems to us that Hughes's goal is simply to be rid of Klein's – and what better way to do that than to propose an impossible rent? This is a wonderful neighborhood we live in, but it will be that much less wonderful without Klein's Deli.

Bonnie Baron & Peter Delacorte
Rhode Island Street

Dear Editor,

Your article about Klein's closing could have been completed without the derogatory comments about Charles Peterson. Bad mouthing was totally unnecessary and in bad taste. Particularly, when he is no longer around to defend himself.


Charlie Peterson was president of the Potrero Boosters and Merchants Association for a few years and voluntarily did many things to improve and help the neighborhood.

Name Withheld
Kansas Street

Dear Editor,

The very first place I frequented when I moved to the Hill in 1988 was Klein's Deli, and 18 years later it remains my favorite place to hang ... friendly service, good food and coffee, a community gathering place with changing art exhibits and welcoming tables where a person can sit and read, visit with neighbors, or simply watch folks go by. (And why wasn't it given at least historical mention in The View's September article about Hill coffee shops? They're still in business through the end of the year.)

My first visit after being out of town for a spell was a shock: "Who is this Jay and why is he applying for a liquor license at Klein's?" When I heard the sad news, I had a physical reaction – started shaking and tears came to my eyes. The clerk said, "Don't worry; you're not the first person to cry when they found out." Then I went home and cried my eyes out! Like other good businesses and residents, Klein's is being driven out by unaffordable San Francisco rents ... and they call this progress?



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Letters (continued)

My thanks to Avery McGinn for her long-standing hospitality, generosity and genial, nonpareil neighborhood anchor: here's wishing everyone concerned a safe place to land, and who knows? Maybe we'll get lucky in the search for a new Potrero Hill location ...

Kate Hilsenbeck
20th Street

Dear Editor,

I've only lived on the hill for 21 years. I wasn't here when Good Life Grocery was forced out. I didn't say much when Daily Scoop disappeared or Just For You had to move out of easy walking range because of the landlord.

But I'm really annoyed when Klein's Deli is being forced out by the landlord for someone with absolutely NO deli experience. Klein's is the best deli on the hill, and may be forced out of the neighborhood if Avery can't find anything reasonable.

Somebody should tell the landlord that this close-knit neighborhood has a tendency to BOYCOTT stores that really piss us off. We need to take some action or we will become like Union Street or 24th Street, with local businesses dropping like flies.

Tell the landlord that throwing out Klein's is not good business. The problem is that if Klein's disappears and then the new Jay's Deli goes bankrupt, we won't get Klein's back.

Maybe Commercial Rent Control isn't such a bad idea.

Edward K. Lortz
19th Street

Dear Editor,

Thanks to all of you who keep coming in to express your good wishes to all of us at Klein's.

Timberly Hughes, the owner of the building where Klein's Deli is located, has posted a letter detailing her perspective on the negotiations for my lease at 501 Connecticut where Klein's has operated for twenty seven years. I understand that she has also placed this letter in the mailboxes of neighbors.

I do not wish to engage in a public airing of our business dealings but as she has posted her letter in the front of my store, I feel that a response is needed.

Her public letter does not accurately reflect my experience and mischaracterizes our negotiations, as well as my intentions. I very much wanted to continue to operate Klein's on Potrero Hill and tried to negotiate a reasonable lease at current rates. My offer was not accepted. As she states in her letter, her mortgage has increased. Presumably this is connected to her plans to add on a story to her home, as well as to open her own deli.

It is time to move on. Klein's Deli will leave 501 Connecticut at the end of the year. For now, I want to focus on celebrating our long and wonderful run of serving this community. Check our window and our website to stay apprised of all of our plans.

Thank you to our many wonderful customers and loyal supporters for these past twenty seven years! We are truly grateful.

Avery McGinn,
Owner of Klein's Deli

This is a paid advertisement.

Dear Neighbors,

As the resident and owner of the building that currently leases to Klein's it has come to my attention that there are several misleading and damaging statements about me regarding Klein's and I would like to set the record straight.

For the past 12 years Klein's has not had a single rent increase. From 1994 through 2006, Klein's has been paying \$1.24 per square foot for 2,500 square feet of space, compared to comparable spaces which are currently paying \$3.00 per square foot. During this time, I also was paying approximately \$300.00 per month for their entire water and sewage. I am also responsible for the insurance, property taxes and all the maintenance on the building as well.

Moreover, it is my opinion that Klein's could have continued to operate profitably, and could have continued to keep all of its employees, with all of their benefits, and continued to be a presence on the Hill while paying the rate I offered.

My husband and I, and our 3 year old son live on the level above the Deli. The rent we receive is a main reason we can afford to live in this wonderful neighborhood.

But, like many other families, our mortgage and costs of living have gone up substantially, and we needed the rent on the building to be increased to reflect current conditions. Being fair does not require subsidizing Klein's and Avery's profits.

Furthermore, before Klein's informed me they were canceling their tenancy, I tried over the course of 2 1/2 years at substantial cost and on two different occasions to negotiate a fair rent increase with them. Both were rejected by Avery and Klein's. The two different arrangements we discussed both included rent increases from the 12 year old rates. Nevertheless, the last number that was offered included a lease at \$2.40 per square foot (based on her 2,500 square feet of space). I had posted the amount of \$2.73 in my letter on the building, that amount was based on 2,200 square feet, after checking my last written appraisal on the building, Klein's is leasing 2,500 square feet. The average commercial rate on Potrero hill for a similar property is over \$3.00 per square foot based upon my information and research. The last attempt included a standard assignment clause that had been demanded by Avery so that she could assign her business to a third party in the future if she wanted to do so. Despite my not wanting that provision because I only wanted to have Avery as a tenant, and not someone I may not have wanted as a tenant below me and my family's home, I relented and included that provision in the final offered lease. Despite that concession on my part, the lease was still rejected by Avery.

In early April of this year, Avery informed me that she would be closing down this location at the end of their lease, which is December 31, 2006. I was deeply saddened by this decision, but I understood that Klein's was going to be focusing on the two other locations it has at the San Francisco Airport, and I understood that Avery is a business woman who is entitled to make choices that she believes are in her best interests.

In mid-June, after speaking with colleagues, friends and family, we decided to utilize our building and open an organic wine and deli shop with our own products and recipes.

We will be opening a wonderful sustainable food and wine shop. We will be part of San Francisco's Green Business, and we will be incorporating our non-profit foundation (LYNC) which works with at-risk youth along with the local schools on the hill.

I know that once you see what Jay's (named after our 3 year old son) will bring to our community, you will love it.

I look forward to meeting all of you...

Timberly Hughes

BEFORE THE REMOTE CONTROL



THERE WAS SOMETHING CALLED A BOOK.

If you're tired of so-called reality TV, come visit a different world: Christopher's, your corner bookstore. At Christopher's we take pride in selecting books our neighbors will enjoy. We stock everything from children's books to the latest bestsellers, from travel books to unique published oddities. So when you're ready to put down the remote, stop in and look around. We may not eat live bugs, but we can recommend a great escape from television.

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Another Starbucks Comes to the Hill—But New Legislation May Make it the Last

By Lisa Tehrani



Tony Kelly & Bruce Brugman at a City Hall hearing on September 13, 2006. Photo by Pamela Aspin.

You may have noticed the new mixed-use development located at Eighth and Townsend streets, on the east side of the traffic circle. The building is home to the chic European furniture store, Roche Bobois, with construction underway for several more independently-owned businesses, including a nail and hair salon, two restaurants and a patisserie.

The building will also house Starbucks' second location in Potrero – only three blocks away from the outlet located at 16th and Rhode Island streets, and the 76th store within a five-mile radius of the 94107 area code. Judging by the long morning lines at the existing Starbucks, many local residents and day visitors will welcome the new cafe. Others, however, fear that Starbucks will take business away from independent cafes, drive rent prices up and force local merchants out of the neighborhood.

"Starbucks opens locations to best serve the residents within a particular community. And while Starbucks considers many factors when opening a new store, one of the most important is that the residents have shown support for the Starbucks coffeehouses in their neighborhoods," explained Tasha Peck, regional marketing specialist for Starbucks. She noted the decision to open a new store is based on several factors, including "the demographics of a given area, our human and financial resources, the level of coffee knowledge and each market's ability to accommodate a store."

An informal query of several local residents found that most will go to Starbucks if it's convenient, but prefer the smaller, locally-owned cafes found on 18th and 20th streets.

Mark Perlson, a Kansas Street resident, believes Starbucks "coffee is not as good as the local cafes', and much more expensive. I find it hard to believe that people actually go there in force enough to keep two stores in business." However, Emily Hilton, who recently moved from the Hill, is less critical of the chain. "Starbucks... yum, wherever it is. But I also love Thinkers, and would eat at Thinker's over Starbucks any day of the week."

Roger Hillyard, owner of Farley's Café on 18th and Missouri streets, worries that the new Starbucks will hurt his business, but perhaps no more than the other 17 cafes already vying for customers around Potrero. "The first Starbucks impacted my business and I presume the second will as well. It has not been dramatic, but I definitely feel it, although I can't contribute it only to Starbucks," Hillyard said. "The morning 'to go' business is not necessarily a real loyal business in terms of the customers – it is a matter of convenience – they want to go to wherever it is quickest and easiest to go."

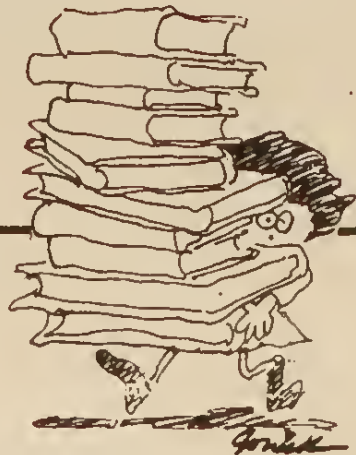
While Axis Café, located at 8th and 16th streets, could be even more affected by the new Starbucks, Mike Richardson, Axis' manager, said he isn't worried. "If it is more convenient, then people will go there. There are quite a few cafes in the neighborhood and it is reaching a saturation point. If the cafes around the area stay focused on the community, then there should not be too much of an impact. We are blessed to have a community that values the local coffee shop," he said.

According to Peck, Starbucks is also committed to community-

LIBRARY NEWS

POTRERO BRANCH
1616 20th St. / 355-2822

Closed Sunday and Monday
Tuesday: 10 am - 8 pm
Wednesday: 12 noon - 8 pm
Thursday: 10 am - 6 pm
Friday: 1 pm - 6 pm
Saturday: 1 pm - 6 pm



BRANCH RENOVATION UPDATE

As many of you already know, our branch library is scheduled to close for construction in spring 2007 and reopen in early 2009. This renovation project is possible, thanks to a bond measure that San Franciscans passed in November 2000 to upgrade the city's branch library system. The bond's priorities are to reduce seismic risk, meet modern technological needs and current code requirements, comply with the Americans with Disabilities Act (ADA), and provide spaces that are responsive to current services, yet flexible enough to meet future needs. While the bond pays for a significant portion of the costs, it does not pay for furniture, fixtures, and equipment. The Friends of the San Francisco Public Library will raise money from private donations to pay for these costs. Please call Tina Tom at (415) 626-7512, ext. 106 to help with the Friends campaign in the Potrero Hill neighborhood.

ONE CITY ONE BOOK: SAN FRANCISCO READS

The citywide book club is back and in full swing! This year's selection is *The Hummingbird's Daughter*, by Luis Albert Urrea. Set in Mexico in the decades before the 1910 revolution, this is the story of Teresita, a young girl coming to terms with her destiny as a healer who will grow into a revolution-inspiring Mexican "Joan of Arc." Stop by the library to borrow a copy. While you're here, you can also pick up a program guide with discussion material and a list of related events being held throughout the city. For complete program information, you also can visit San Francisco Public Library's website at www.sfpl.org and click on the "One City One Book" link.

WE GET QUESTIONS

When it comes to receiving library notification about such things as your reserved items that are ready for pick-up or overdue materials that you have, you can choose to receive word via e-mail or telephone (for area codes 408, 415, 510, 650, or 925), rather than receiving printed notices via postal mail. To make the change, you can log onto our web page at www.sfpl.org, click on "Log In to Your Record", then select "Modify Personal Information". Or you can contact library staff and let us know your notification preference.

STAFF CHANGES

Debra Kaufman has joined our branch, filling a much-needed staff position here. Welcome, Debra!

PROGRAMS FOR CHILDREN IN OCTOBER

Special program this month: **Magician Dan Chan Comes to Potrero Library!** Join us on Tuesday, October 17 at 7:00 P.M. for an engaging evening of magic. For children of all ages. This program is made possible by funding from the Friends of the Library.

There are also other programs for children throughout the month:

- Infant/toddler lapsit, featuring stories, songs, and rhymes on Thursdays, October 5, 12, and 19 at 10:30 A.M. For children newborn through age 3.
- Evening storytime on Tuesdays, October 3 and 24 at 7:00 P.M. For ages 3 to 7 years old.
- Evening films on Tuesday, October 10 at 7:00 P.M.: "Dr. DeSoto", "Strega Nona" and "Red Ball Express". For ages 3 and older.
- Evening film encore on Tuesday, October 31 at 7:00 P.M.: please call library for film titles that will be shown. For ages 3 and older.

Please note: All library programs are free. Meeting room is not accessible by elevator. Groups, please call in advance for reservations.

Jensa Woo, Potrero Branch Library Manager



Children's book author & illustrator
Yuyi Morales
FRIDAY, OCTOBER 13TH / 7 - 9:00 PM
book signing & reading



SALE

Selected stock English 50¢ off, Spanish & bilingual 10% off
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Continued on page 7

District 10 Violence Prompts Criticism of Local Police Captain

By Gina Poggi

In late August, 28-year-old Melvin Brown III, armed with an assault weapon, broke into an apartment on the 1000 block of Connecticut Street in the San Francisco Housing Authority's Potrero Terrace complex, police say. After he entered the home, a struggle erupted between him and the residents. Several shots were fired, leaving three people injured and Brown dead.

Brown was the 18th homicide victim in District 10 – which includes Bayview and Potrero Hill – this year so far; there were 12 murders in all of 2005.

The escalating homicide rate has drawn criticism to Bayview Police Captain Albert Pardini, who replaced Captain Rick Bruce last November. Bruce, a popular figure in the community, retired after serving 27 years on the force.

Many area residents complain that the police are doing too little to stop gun violence. Pauline Peele, a 20-year Bayview resident, hears shootings in her neighborhood every day. "The gunfire is continually ongoing and it's usually AK-47s or other automatics. One of our friends was saying in a recent shooting she could definitely hear a rifle which is really scary."

Peele is an advisory board member for the India Basin Neighborhood Association, which works to improve the neighborhood's quality of life. She and other board members have been calling for an expanded police presence in the community. "A group of us went to the last Police Commission hearing and we actually were responded to and were told there's something in the works."

But so far Peele and other residents say they've seen no significant change in the number of police on the streets. "On a day-to-day basis in my experience, I've noticed no increase in safety or the perceived feeling of safety. It certainly seems more edgy and less controlled than it has in the past several years," said Forest Gray, an eight-year Bayview resident who is the Rotary Club of San Francisco Bayview's president-elect and president of Speakeasy Ales and Lagers.

Calls made to Pardini were not returned. Police Department spokesperson Officer Maria Oropeza said that there was an increase in policing well over a year ago in District 10, but she stated, "The SFPD can't afford to devote any more personnel to the area."

Pardini is a seasoned veteran of the force. Before he was assigned to District 10, Pardini spent 18 years at six other district police stations, two years as an investigator in the Department's Internal Affairs division and, most recently, three years in the Administration Bureau

as the commanding officer of the Planning Division.

Some community members say they've seen a decrease in violence in the neighborhood since Pardini took charge. Bayview resident Al Norman believes crime has declined and attributes the improvement to a stronger police presence. "We have isolated incidences of crime happening but we don't have the blanket incidences of where you have four and five people a night getting shot and killed and everything," said Norman, who's president of the Bayview Merchants Association. "We see more walking and more bicycle police. We're seeing more motorcycle patrols."

Though violence is a major concern for residents, it's not the only worry for Kevin Stampfl. Stampfl, who moved to Cleo Rand Lane in Bayview two years ago, has noticed an increase in burglaries and vandalism. "It's only been in the last year that we've experienced a lot of car break-ins on our street which neighbors have said has never happened before. We had even talked about installing a security camera if for no other reason than we were so sick of the car break-ins and other crime that was occurring on the street."

Stampfl looks forward to neighborhood gentrification as a possible solution to improving safety in the area. "I ultimately think that the process of renewal that's occurring can only help this neighborhood. The shutting down of the [Hunters Point] power plant, the building of the homes. It's going to take some years. As services come in, as businesses come in, we will see increased attention," said Stampfl.

But progress towards urban renewal isn't fast enough for many, and Potrero residents remain shaken by both the August attack and another homicide that occurred in July at the same Potrero Terrace housing complex where three men entered the home of Willie Cole, a 42-year-old man, and shot him dead.

Forest Gray believes that crime may be increasing in part because of a lack of community outreach between Bayview Police Captain Albert Pardini and neighborhood residents – an approach that Pardini's predecessor emphasized. "Rick Bruce certainly was more of a community-based captain," Gray said. "Albert Pardini has a different style and it doesn't involve nearly as much community outreach and involvement."

Bruce led a sports outreach program he personally was involved with. He and his officers would play basketball with neighborhood youth, including individuals who may have been involved in gangs, as a way of

Continued on page 20

At Home on Potrero Hill.



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City's Power Struggle Continues

By Laird Harrison

On San Francisco's Southeast shore, the City's last remaining large power plant raises its tall red chimney like a warning finger. First fired-up in 1965, Potrero Unit 3, as it's officially known, hearkens to a past when heavy industry played a vital role in San Francisco's economy, a time before global warming, before the current asthma epidemic and before anyone had heard of an energy crisis.

Today the power plant on Potrero Point – which generates as much as a third of the electricity San Franciscans use – is starring in a debate about the best way to meet these challenges. Should generators located in Contra Costa County light San Francisco through a long extension cord across the bay? Can the City rely on local, "clean," renewable energy sources? Or is San Francisco destined to keep chugging along on the same smoky path it's followed for the past century?

Potrero Unit 3, operated by Mirant America, Inc. of Atlanta, Georgia has few fans in San Francisco. "It's old, it's inefficient and it pollutes a lot," says Greg Karras, senior scientist at the activist group Communities for a Better Environment (CBE). "The plant is the largest source of air pollution that's contributing to the asthma pandemic in the neighborhood. It should have been shut-down a long time ago. Burning natural gas, the plant emits harmful nitrogen oxide and other pollutants," he said. In addition, the facility sucks water from the bay for use in its cooling system, then disgorges hot water back out. Both the sucking and the heating can kill fish, according to Karras.

City officials agree that the plant is a problem. "We're exploring every avenue possible to shut down that plant," says Tony Winnicker, spokesman for the San Francisco Public Utilities Commission (SFPUC). But neither SFPUC nor any other city agency has the authority to flip the plant's switch as long as it isn't breaking any laws. "Mirant's generating units serve a valued and important role in ensuring electric reliability in the San Francisco area," Chip Little, the company's government affairs manager, wrote in an e-mail. "Mirant's generating units continue to be in compliance with all their operating permits and will continue to stay in compliance as rules and regulations change." The company recently upgraded air pollution controls at the plant, he pointed out.

More important than the wishes of city government officials are directives from the California Independent System Operator (Cal-ISO), a not-for-profit "public benefit" corporation charged with ensuring the state's electric reliability. Cal-ISO has determined that the state in general – and San Francisco in particular – still need the 206 megawatts of electricity that Potrero Unit 3 cranks out, at least for the time being.

Perhaps that would change if San Francisco could generate enough power from elsewhere. Last May, Pacific Gas & Electric Company (PG&E) shut-down the plant it operated in Hunters Point. The electricity the Hunters Point plant was producing was replaced by a new power line running up the Peninsula from the south, enabling Cal-ISO to release the facility from its "must-run" contract.

If power can come from the south, why not the east? That's the thinking of City of Pittsburg policy makers. Working with Babcock and Brown, an Australian finance company, Pittsburg has proposed to develop a "transbay cable" that would run under the floor of the bay and connect with a PG&E substation near the Mirant plant. The substation draws power from a variety of Northern California power plants.

However, a Cal-ISO analysis indicates that the transbay cable would have little impact on whether,

or how, the existing Potrero Power Plant would be run. And Mirant is offering no promises that it would close the plant. "Mirant will evaluate its options at that time," was all that Brown would say on the question. The transbay project also has its critics. In response to Pittsburg's draft environmental impact report, the City and County of San Francisco (CCSF) submitted 18 pages of concerns. CCSF isn't satisfied with plans for containing the sediment stirred up by digging a trench along the bay floor – sediment that could

Continued on page 18

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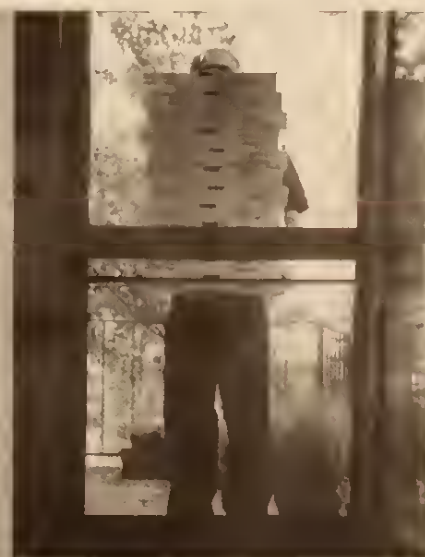
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New Kids on the Block & Other Family News

On July 2, Simcha Jakob entered this world. Now just over three months, he's happy and thriving. "We're thrilled to have a little guy blessing our home," say proud parents Faith Sedlin and Jan Bohuslav, first-time parents and seven-year Potrero Hill residents.

Happy birthday to August Montesano who turned two on September 18. August's best friend, Sofia Regenbogen, also turned two less than a week later on September 24.

AryaDhar Gupta crosses the big one-year mark on October 12. "As we get geared for this event, I don't know what surprises me more,

that he survived or we did!!" says his proud mom Shivani.

Happy birthday to Rose Mandell, who'll turn seven on October 21.

Happy birthday to Madeleine Jane Armour, who turns two on October 22.

If you'd like to see your child's birth, birthday, adoption, graduation, christening, bat/bar mitzvah, athletic win, academic honor, or other announcement listed here, please email melissa@gracecreative.net by the 15th of the month prior to publication. Please include all pertinent information such as name, date, event, and anything else you'd like to add.

Starbucks on the Hill

Continued from page 4

building. "Starbucks works hard to weave ourselves into the fabric of the communities where we do business. We do so by hiring local residents, donating volunteer time and providing financial support to neighborhood non-profits and organizations on a regular basis." The corporation donated funds to the Potrero Hill Neighborhood House when the first Starbucks opened several years ago, and provides support to several other local organizations, including the San Francisco Food Bank and Daniel Webster Elementary School.

Starbucks has no plans to open other outlets in Potrero. However, it and other "formula retailers" will likely be subject to greater community scrutiny in the future as a result of new city policies. District 10 Supervisor Sophie Maxwell recently sponsored a resolution that requires "conditional use" authorization from the Planning Commission for new chain stores to open in most of Potrero, including Dogpatch. The legislation, which will be enforced for the next 12 months, requires that specific criteria be considered by the Commission before approving a new outlet, including that proposed formula retail be compatible with the existing architectural and aesthetic character of the neighborhood. It also stipulates that an analysis would have to be prepared that identifies how the new business would impact traffic and local businesses.

Supervisor Maxwell explained that the neighborhood's existing commercial corridors were included in the resolution because they are "unique, vibrant commercial areas filled with locally-owned business and with very low vacancy rates." The industrial areas were also included under the interim controls because "neighborhood-serving retail is actually forbidden by the Planning Code in the City's industrial districts, thereby opening the door to larger formula retail to compete with our local businesses in the eastern neighborhoods' commercial districts."

While most of Potrero Hill is included under the new controls, the new Starbucks and the surrounding blocks are not. Greg Asay, Maxwell's legislative aide, explained that the legislation controls encompass the areas that present a threat to the existing small businesses in the neighborhood. The Potrero Boosters and the Merchants Associations supported the legislation, which was passed by the Board of Supervisors last month.

Keith Goldstein, president of the Potrero Hill Association of Merchants and Businesses, said that while the Association had called for a ban on formula retail earlier in the year, he's pleased with the interim controls legislation. He explained that certain businesses in the neighborhood, such as the Curves on 18th Street, would not be able to operate if a formula retail ban were implemented. "The owner of Curves told me that lots of women in the neighborhood like to use her facility, and so I think it is only fair we make considerations for these sorts of cases," Goldstein said. He's most interested in ensuring that businesses that come to Potrero are truly serving the neighborhood.

Goldstein would like to see the interim controls replaced with permanent controls throughout Potrero in 2007. Supervisor Maxwell agrees, and has asked the City Attorney to draft permanent control legislation, which she intends to present to the Board in the next couple of months - long before the interim controls lapse.

Goldstein noted that the Association is still developing proposed new provisions for a "Neighborhood Commercial" zoning district, and that they hope to obtain community input in the coming months, including potentially at the October Potrero Hill Boosters Association meeting.

Petite Patisserie



Photo by Pamela Aspin.

Potrero Hill resident Rachel Leising opened Petite Patisserie, her all organic bakery, last month after spending 22 years baking for the likes of Citizen Cake and La Patisserie Francaise. Leising, along with sister Kirsten and mom Panna, serves morning pastries, including apple strips, fresh peach gallettes, raisin rolls and Dagota pain au chocolate. Lunch consists of fresh baked croissants with savory cheese fillings and heirloom tomatoes and spinach and Parmesan quiche, among other daily specials. 1415 18th Street at Connecticut.

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Businesses Make History

Continued from page 1

sons, Bob and Michael, are running the business, and Larry's daughter, Michele, is a receptionist.

"My feeling is there's nothing better and nothing worse than a family business," said Sergio. "When you get along no one can beat you, but when you don't everything's a mess. Luckily, everyone gets along very well, and as long as we communicate everything's fine."

The company remained in its original offices for 52 years. Eventually the space wasn't large enough, and last year they relocated to 180 Hubbell Street. "We wanted to stay in Potrero since we feel comfortable in the area – for us it's home," said Sergio. "We're known as a San Francisco contractor, but also as a family business, and we didn't want to be downtown in a high-rise somewhere."

While the building that houses Goat Hill Pizza bears no resemblance to a high-rise, its perch on the corner of 18th and Connecticut streets has a comparable view. The restaurant has been tossing and slicing traditional brick oven pizza for just over 30 years.

After deciding to go into business together in 1975, five friends – Karen Monley, Ruthann Dickinson, Joel and Loris Lipski, and Phillip De Andrade – realized that Potrero Hill needed a pizza parlor. "The rest is history," said De Andrade. Today, these same friends, along with the Huysentruyts and Michael Goldblatt, the manager, remain the owners.

As for the restaurant's name, De Andrade explains, "We had the understanding that one of the hillocks above Potrero was casually called Goat Hill by the Russians and Italians who settled the area, and so Goat Hill Pizza it became."

Although De Andrade admits that the first 20 years were a struggle due to the long hours and the uncertainty of being a small business, the hard work paid off. Goat Hill's second restaurant opened on Third and Harrison streets a few years ago, and the third opened August 1, 2006 on First and Howard streets.

Through his 30 years in business on the Hill, De Andrade has witnessed the slightly dilapidated neighborhood, which at the time was experiencing "white flight," transform into a more upscale community. Potrero is still populated by the most progressive and neighborhood-oriented people in the City, according to De Andrade. "In a city of neighborhoods, it's one where people really still care about each other," he said.

The 7th Annual Potrero Hill History Night will be held on Saturday, October 21, from 6:00 to 9:00 p.m. at the Enola Maxwell School, 656 De Haro at 18th Street. The event will feature videos of Flo, the Hill's longest-serving barber, and a dozen more businesses, including SF Gravel, Nibbi Construction, and New Potrero Market. There will also be live interviews with the owners of Goodlife Grocery, and with Ruth Passen, the publisher emeritus of the Potrero View, the City's oldest community newspaper. The Potrero Hill Association of Merchants and Businesses, and the Potrero Hill Archives Project will host the event. For more information, call (415) 863-0784.



Chiotras Grocery, 1925 (858 Rhode Island,) was owned by Chris Chiotras owner, His son Pete took over in 1945. Another family runs it now. Photo courtesy of the Chiotras Family.

Historic businesses in Potrero

- * Chiotras Grocery: 858 Rhode Island Street, (415) 824-2353. First opened in 1879!
- * San Francisco Gravel Company: 552 Berry Street, (415) 431-1273. Opened their doors in 1925.
- * Strand Service-Appliances: 344 Connecticut Street, (415) 647-5611. Launched in 1936.
- * Nibbi Brothers: 180 Hubbell Street, (415) 863-1820. Opened in 1950.
- * Flo's Hair Styling: 20th Street, between Missouri and Connecticut, (415) 821-9149. Opened in 1953.
- * Iaconi Books: 970 Tennessee Street, (415) 821-1216. Opened in 1955.
- * Paramount Piroshki: 585 Potrero Avenue, (415) 552-5475. Open since 1956.
- * M&M Market: 1199 De Haro Street, (415) 282-2041. Opened in 1968.
- * The Good Life Grocery: 1524 20th Street, (415) 282-9204. Opened in 1974.
- * Goat Hill Pizza: 300 Connecticut at 18th Street, (415) 641-1440. Grand opening in 1975.
- * Klein's Deli: 501 Connecticut Street. Opened September 1978.
- * Anchor Brewing Company: 1705 Mariposa Street, (415) 863-8350. Launched in 1980 as the first microbrewery in San Francisco.
- * Blooms Saloon: 1318 18th Street, (415) 552-6707. Opened June 16, 1982.
- * Farley's Cafe: 1315 18th Street, (415) 648-1545. First opened in 1989.
- * Christopher Books: 1400 18th Street, (415) 255-8802. Grand opening was in 1991.
- * Mabel's Just for You Café: 732 22nd Street at Third Street, (415) 647-3033. Opened in 1991.
- * Hazel's Kitchen: 1331 18th Street at Texas, (415) 647-7941. Opened in 1992.



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The Trials and Tribulations of Home Remodeling

By Allyse Heartwell

Sometime during the 1960s a very good aluminum siding salesman must have plied his wares down Rhode Island Street and come away a happy man. Several of the houses still bear witness to his effective sales pitch and to their owners' preference for easy-to-clean over easy-on-the-eyes.

As a general contractor, Tom Hall's job is to make buildings beautiful, so it was only a matter of time before the aluminum siding on his now-charming cottage was removed. "I took it all off and found the house's original shape," he told me with a note of awe in his voice. Now the once-aluminum façade shows off its original wood paneling painted a deep forest green. The front apex is crowned with a golden sunburst, the model for which Hall and girlfriend Kristen Wurz scoured the City's Victorian neighborhoods. The look is classic but unique, and Hall seems satisfied. "It's real simple," he said. "But I wanted to keep it simple."

Throughout southeast San Francisco houses are getting facelifts. While some of these efforts are speculative – houses bought and fixed up to be sold again at a profit – many,

like Tom Hall's, are pure labors of love. Although costs vary widely depending on what's being done, a remodel can cost between \$1,000 and \$1,500 per square foot.

Hall did most of the work himself and claims the process wasn't too stressful. "It's work, so I didn't want to start it," he said. "But I'd do it again. Of course, it could have been really stressful if I'd had someone else do it." Another benefit was that he spent under \$30,000 on what could easily have been a \$50,000 job.

In 1994, Barbara and John Zerbe bought a 1907 A-frame for \$170,000. "It was the smallest house on the Hill practically," John recalled. Small no more, the Zerbe house has gone from 900 to 3,500 square feet and is in the process of becoming a three-story, two-unit home, plus live-in basement. After they move back into the house from their temporary rental in the Sunset, the Zerbes plan on occupying both units, at least for the time being. The basement will be reserved for Grandma's extended visits.

The Zerbes believe they'll recover their investment and then some. "If everything went wrong, then we'd break even," said John. But the family doesn't plan on selling anytime soon.

Continued on page 16



GETTING INVOLVED

Dogpatch Neighborhood Association usually meets the second Tuesday of each even-numbered month. The next meeting is Tuesday, October 10th, at Sundance Coffee on Third St. at 20th Street from 7-9 p.m.

Potrero Boosters meets the last Tuesday of each month at 7 p.m. (social time begins at 6:30 p.m.) in the wheelchair-accessible Game Room of the Potrero Hill Neighborhood House, 953 DeHaro St. For more information, visit www.potreroboosters.org or contact President Tony Kelly at 415-341-8040 or president@potreroboosters.org. Next meeting: October 24th, 7 p.m.

Potrero Hill Association of Merchants & Businesses (PHAMB) meets the second Tuesday of each month at 10 a.m. at Goat Hill Pizza, corner of Connecticut and 18th Streets. Visit www.potrerohillbiz.com or call 415-341-8949. Next meeting: October 10th, 10 a.m.

Potrero Hill Garden Club usually meets the last Sunday of the month at 11 a.m. for a potluck lunch in a local home or garden. Informal discussion is held on subjects related to organic, edible, or ornamental gardening appropriate for Potrero Hill's microclimate. Call 415-648-6740 for details. Next meeting: October 29th.

Potrero Hill Parents' Association (PHPA) To join the PHPA listserve, send an email to phpa-all@yahoo.com.

potrerohillsf.com, San Francisco is a neighborhood guide and information site for the Potrero Hill community. Find out about events on the Hill and what's going on in the neighborhood. Visit www.potrerohillsf.com.

Bayview Police Station Captain's Community Meeting is held on the first Tuesday of each month in the Bayview Police Station Community Room at 201 William St. Access can be gained by entering through the Newhall Street door. Next meeting: October 3rd, 7 p.m.

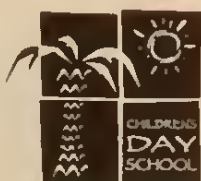
Starr King Openspace Board of Directors meets the third Tuesday of each odd-numbered month at 7 p.m. at the Potrero Branch Library, 1616 20th St. **Volunteer for the Park** work days continue every month on the third Saturday from 9 a.m. to 1 p.m. For more information, call 415-819-4900. Next meeting: November 21st. Next Volunteer Day: October 21st.



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Candidates Vie for District 10 Seat

Continued from Page 1

Harrison says the solution is a strong voice on the Board of Supervisors – a person who will plant their feet on solid ground and say “no” on behalf of the community. “I have to do anything in my reach to win this, because people’s lives are really being affected here,” she emphasized.

If elected Harrison would halt the Bayview Redevelopment Plan, a 30-year, \$188 million program to build affordable and market-rate housing and encourage economic development. She isn’t opposed to redevelopment because she thinks the community shouldn’t be clean or beautiful, but because she hasn’t forgotten the negative implications of the Fillmore District’s redevelopment during the 1960s, when a large portion of the African-American population was pushed out of the City. Harrison says there are no guarantees that her people won’t be forced out again.

Harrison is concerned that past failures will be repeated. For example, after the Hunters Point shipyard closed job training programs were implemented to assure that Bayview residents would be provided with work. Yet, Harrison says, this promise hasn’t been fulfilled. “I have personally pulled young people off the street and put them into training programs,” said Harrison, “but I can’t keep doing it, because it hurts my feelings and theirs when they don’t get the job.”

Harrison’s other priorities include increasing access to affordable housing and improved environmental planning. “It’s time for change,” she says.

Rodney Hampton Jr. was raised in the West Point housing projects in Hunters Point. He attended Alabama State University, a historically black college in Montgomery, Alabama, and was a founding member of the national service fraternity “Alpha Phi Omega.”

After returning to San Francisco in 2000 Harrison first worked with the Bayview non-profit Young Community Developers, where he was involved with their “Boot Camp,” an early morning exercise routine meant to instill discipline in youth who are searching for employment. Hampton is now the Program Director at the Ella Hill Hutch Community Center, where he helps young people obtain the necessary job training to be successful.

Dwayne Jusino takes pride in being a working class family man. With two young children attending public schools, this longtime Portola Silver Terrace resident and Insurance Fraud Investigator emphasizes that he has a “vested” interest in seeing that District 10 becomes a sound and prosperous community. “When Sophie was elected, one of my daughters was coming out of kindergarten, now she’s in middle school, and if Sophie won again, my



Marie Harrison



Rodney Hampton, Jr.



Duane Jusino



Espanola Jackson



Sophie Maxwell



Charlie Walker

daughter would be in high school,” said Jusino, “We can’t afford to spin our wheels.”

Jusino believes two issues need immediate attention: public safety and community revitalization. He believes safety can best be addressed through community policing. Jusino also explained that the crime and community revitalization are intimately linked, “crime in the streets and other related challenges stem from lack of opportunity and hopelessness.” If elected Jusino said he would also focus on fiscal accountability and school funding.

“I see the election as a four to eight year opportunity to affect some change, which is urgently needed in District 10,” stated Jusino, “District 10 should never again be an afterthought for the City. I am a strong and unyielding advocate for integrating District 10 into the fabric of City – this is paramount.”

Espanola Jackson has been a Bayview community activist for almost a half-century. Jackson says she decided to run for Supervisor when Maxwell expressed interest in allowing residents throughout

Continued on Page 11

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Candidates Vie for District 10 Seat

Continued from Page 10

District 10 to be eligible to serve on the Bayview Redevelopment District's Project Area Committee, which provides guidance to the City on revitalization policies.

"I had no intention of running," assured Jackson, "but I do not want my community sold out to the highest bidder."

Jackson says that Maxwell refuses to listen to long-time community activists, especially when it comes to development. "She's trying to get the highest development fees possible, and is therefore legislating this community out of San Francisco." Jackson is also opposed to the City's proposal to site three combustion turbines in Dogpatch, which Maxwell supports as a means to close the existing Potrero Power Plant.

Jackson's vision is "to see a healthier community in Bayview-Hunters Point, and better education for our youth." To achieve this, she'd focus on community policing, fiscal efficacy, and environmental issues.

"Bayview-Hunters Point is landfill, and they're talking about building hotels and condominiums along the waterway," exclaimed Jackson, "Why are they talking about putting hotels condominiums on a toxic dump!" Jackson emphasized that the truth about the environmental issues in Bayview needs to be told. "Whatever happens to our area of the District happens to San Francisco - it is part of the City," she said.

Sophie Maxwell, a Bayview resident for more than two decades, former electrician, and the current District 10 Supervisor, was first elected in 2000, re-elected in 2002, and survived a recall drive in 2004. Maxwell emphasized that unlike many of the candidates in the race, there's a public record on how she's handled health, environmental, and employment issues.

Maxwell readily points to her significant accomplishments: the San Francisco Electricity Resource Plan, which was an essential element in the closure of the Hunters Point Power Plant; City Build, a job-training program aimed at giving local residents the skills they need to work on City-funded projects; the Deemed Approved Ordinance, which holds liquor stores and corner markets responsible if their customers

create problems for neighborhood residents; and the Inclusionary Housing Ordinance that requires new housing projects to make 15 percent of their on-site or 20 percent of off-site units affordable for low-income renters or moderate-income buyers.

"It takes a long time to birth legislation," said Maxwell, acknowledging that some important issues have not been adequately addressed. "I still want to focus on violence, economic development, and education."

In response to recent efforts to derail Bayview's Redevelopment Plan, Maxwell counters that without the plan Bayview will disappear, swallowed-up by hungry developers searching for accessible space.

"We also have a large Asian community in Visitacion Valley," said Maxwell, "Parts of Portola, Silver Terrace and San Bruno, have violence robbery issues, and pollution," she continued, "I have to make sure that people understand each other. I always have to ask, 'how does it affect the people who work in community?'"

Charlie Walker, who owns Walker Trucking Company, grew-up on Bayview-Hunters Point. Walker is concerned that Maxwell is uncomfortable around her fellow African-Americans, a problem in a District with the largest black population in the City. "We decided that if she wasn't going to put another black on her staff, we were going to try to unseat her," Walker said.

"The white people have been saying on TV that they were going to do something about the southeastern community for 30 years, but no one's done anything," said Walker, "How can you justify the fact that women in the area have the highest rate of cervical cancer in the country, and children the highest rate of asthma," continued Walker, "My only journey is to make things a little bit better for the people who have been most neglected - I love this community."

If elected Walker says he'll first address women and children issues, as well as economics and violence, which he believes are synonymous.

Sala Chandler is also running for supervisor; despite repeated attempts the View was unable to reach her for comment.

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OCTOBER ARTS & ENTERTAINMENT

October 1

Walking Tour

Come explore why Dogpatch is designated a San Francisco Historic District. This two-hour walking tour will touch on everything from the neighborhood's quaint cottages and industrial history to its sleek modern lofts and present-day attractions. A \$5 donation to SF City Guides (non-profit) is suggested but optional. Meet at 11 a.m. at 18th and Tennessee streets.

Music: Darket

Hear some jazz tunes while you sip your latte during Farley's Sunday afternoon concert series. 3 p.m., 1315 18th Street.

October 5

Forum: District 10 - Friends of the Urban Forest

How do you want your parks, street trees and other quality-of-life issues handled for the next four years? Find out where your district supervisor candidates stand at one of four City Life forums presented by a coalition of local non-profits. 6 to 8 p.m., Southeast Community Facility, 1800 Oakdale Avenue.

October 7

Music: Futureheads

Brash Brits trade-off vocal harmonies and post-punk bravado for a punchy good time. Mezzanine, www.mezzaninesf.com

October 8

Community: Burning Man Presents the 7th annual Decompression HEAT THE STREET FaIRE!

There's no reason to wipe the playa dust from your shoes just yet. With the 2006 burn still smoldering in your brain, you can keep the fire lit a little longer at this 12-hour Dogpatch gathering, featuring art, music and all those positive Burning Man vibes (and costumes). Starts at noon, Indiana between Mariposa and 22nd streets (enter at 19th and Minnesota). \$10 donation in Black Rock Couture; \$20 in street wear. Kids under 12 free.

October 10

Kids: Evening Films at the Potrero Hill Public Library

Featuring Dr. DeSoto, Strega Nona and Red Ball Express. For ages 3 and older. 7 p.m., 1616 20th Street (near Connecticut).

October 14

Community: Potrero Hill Festival

Following a 9 a.m. pancake breakfast at the Potrero Hill Neighborhood House (953 De Haro Street), enjoy an all-day street festival where you can mingle with your neighbors and enjoy fun for the whole family.

Give Blood

Blood Centers of the Pacific will hold a blood drive from 9 a.m. to 1 p.m. at Saint Gregory's Church, corner of De Haro and Mariposa streets.

More details at www.saintgregorys.org/giveblood (or call the church office at 415-255-8100). Drop-ins are welcome, though appointments are appreciated.

Music: Free Happy Hour BBQ Show
Thee Parkside celebrates Indian Summer with these (usually) weekly all-ages gatherings. This one features tunes by the Swillers, the Devolvers and Red Medicine. Happy hour goes from 3 to 6 p.m. and the music starts at 5 p.m. 1600 17th Street, www.theeparkside.com

October 15

Music: Presidents Breakfast

Farley's Sunday afternoon concert series continues with this electro-jazz-funk-dub outfit. 3 p.m.

October 17

Magic Show: Dan Chan

Magician Dan Chan entertains the wee ones at the Potrero Hill Library's Meeting Room, 1616 20th Street, from 7 to 7:30 p.m. Kids of all ages welcome.

October 18

Archie Bronson Outfit

These blustery fellas from across the pond drink deeply from the well of blues and '60s garage rock. Bottom of the Hill, www.bottomofthehill.com.

October 21

Potrero Hill History Night

Goat Hill Pizza's Phil De Andrade will interview Sisters Kathleen and Lucia of St. Theresa's, and John Greenberg of the Potrero Hill Recreation Center - all Hillers since the 1960s. Members of Na Lei Hulu I Ka Wekiu will perform a hula. And more! Doors open at 6 p.m. with a viewing of displays; program starts at 7 p.m. Enola Maxwell School, 655 De Haro Street.

October 22

Music: Voice Studio Showcase

Farley's gives recent Voice Studio a chance to show off their new talents. 2 to 5 p.m.

October 24

Be Your Own Pet

Word has it that Sonic Youth's Thurston Moore discovered these young Nashville teens, who seem to channel their indestructible rock 'n' roll vitality from the Yeah Yeah Yeahs and Iggy Pop. Bottom of the Hill, www.bottomofthehill.com

October 25

Say Hi to Your Mom

Death Cab For Cutie fans will want to follow this one-man emo outfit into the dark. Bottom of the Hill, www.bottomofthehill.com

October 28

Community: Pet Parade & Halloween Kids Parade

Potrero Hill's furry critters take to the streets decked out in their Halloween finest during Farley's 16th Annual Pet Fest. With live music by the Specs, and Hill photographer Christopher Irion's Photo Booth set up to capture the unbearable cuteness of kids and pets in costume. Parade begins at 1 p.m. on 18th Street at Arkansas.

October 30

Community: Farley's Annual Pumpkin Carving Contest

Carve, paint and decorate your pumpkins at home and bring them to Farley's before 10:00 pm today. Prizes will be awarded in the dark of night. Contest open to all ages. There are no rules and no entry forms (just how we like it!).

October 31

Trick or Treat!

Potrero Hill Parents Association sponsors an evening of "trick or treat" for kids and other costumed cuties. Meet at Jackson Park at 6 p.m.; contact phpa-all@yahoogroups.com for more information..



Happy October Birthday!

Jim Bean, Elaine Brickhandler, Maxine Chesney, Jeff Clark, Hilary Clinton, Columbus Day (10th), John Cooper, Janet Cox, Dia de la Raza (12th), Daylight Savings Time ends (29th @ 2 a.m.), Doonesbury (1970), Earl Lloyd (1st black to play an NBA game, 1950), Preston From, Mohandas Ghandi (1869), Dizzy Gillespie (1917), General Motors displays solar-powered motor (1951), Halloween, Moss Hart (1904), HUAC investigates entertainment industry (1947), Internet created (1969), John Lennon (1940), Joyce Lisac, Loma Prieta Earthquake (1989), Richard Lovett, Lauren Macmillan, Andrew Meblin, Mickey Mantle (1931), Thelonius Monk (1917), Kaz Ohno, Dianne & Teresa Passen, "Peanuts" debuts (1950), Pablo Picasso (1881), Kathleen Ramos, Roberto Rodriguez, Eleanor Roosevelt "First Lady of the World" (1884), Shemini Atzeret (14th), Simhat Torah (15th), Sukkot (7th), Susie Shelley, K.D. Sullivan, Kevin Sullivan, Will Sarvis, Tibet invaded by Red China (1950), United Nations founded (1945), Vietnam War Protestors storm the Pentagon (1967), Giuseppe Verdi (1813), Virgil (70 B.C.), Mary Wasserman, World Vegetarian Day (1st), Yom Kippur (2nd), Y.A. Tittle (1926).

-Denise Kessler



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Edward Hatter, Executive Director

The Potrero Hill Neighborhood House is a non-profit agency serving those most in need with an emphasis on youth and education.

The Nabe is wheelchair accessible.

All services and activities are free.

Art on Your Doorstep

By Paula Aspin



Geraldine Yingling, CEII artist. Photo by Paula Aspin

The Potrero Hill art studio at Creativity Explored II (CEII) is often bathed in a bright welcoming light streaming from eight skylights high above the drafting tables.

Throughout a typical day, people come in and out, mostly working in teams of two to make art. At lunch time the artists gather around a single table to eat. The scene is reminiscent of a communal gathering straight-out of San Francisco's heady days of peace and love.

Team work is an essential component of this studio's process: artists at CEII have varying degrees of developmental disabilities that make creating art a challenge.

The artist's facilitators, such as Suda Changkasiri, work by trial and error to explore ways to enable each individual to create. "Working with the artists," she says, "is challenging and gives me energy. Each artist has different abilities and different styles of working. I normally let them explore their ability for a period of time, then give them the materials that they feel comfortable with. Then, I encourage and push them a little bit further."

At CEII visitors can follow the



Jay Herndon & Eric Boysaw, CEII artists. Photo by Paula Aspin

vital artistic thread that leads from the pencil strapped to a hand to the finished work on paper. The artist's works are vibrant, touching, illustrative, and pleasing to the eye. Color never looked so rich, nor the artist's personal tales so touching. The creative energy in the room is palpable.

On October 7 and 8, 10:00 am to 6:00 pm, CEII will participate in

Open Studios for the first time. The studio is located at One Arkansas Street, Studio E, in a squash-yellow warehouse on the corner of 16th and Arkansas streets.

For more information, including a listing of upcoming exhibitions:

Creativity Explored
One Arkansas Street, Studio E
San Francisco CA 94107
www.creativityexplored.org

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jewelry
kid stuff

Saturday, October 14
POTRERO HILL FESTIVAL

Pancake breakfast 9-11 am
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FARLEY'S

16th Annual Pet Fest and Costume Contest

Saturday October 28
Parade at 1 p.m.
Starts at 18th & Arkansas

community in a cup

View on Pets: Halloween Isn't Just for Kids

By Virginia Donohue

Halloween is San Francisco's favorite holiday, and this year there are plenty of ways for furry creatures who are not human to get into the act.

Farley's Café will be hosting its 16th annual Pet Fest on Saturday, October 28 (see events section). Farley's owner, Roger Hillyard, will lead a pet costume parade up 18th Street, from Arkansas to Texas streets. Three judges, as yet to be named, will award 45 trophies. All types of pets, not just dogs, are encouraged to participate. Past entrants include cats, snakes, birds, fish, bunnies and newts.

"This is tongue-in-cheek and let's have a good time and enjoy ourselves," says Hillyard. Live music will be supplied by the Specs, a local rock band reminiscent of Jonathon Richman, who plays lots of its own material. Pawtrero Feedstore and Bathhouse will be handing-out pet treats.

Noe Valley Pet Company, 1451 Church Street at Cesar Chavez, will also be hosting a pet costume contest on Sunday, October 29 from 11:00 am to 3:00 pm. Owner Celia Sack says they'll be awarding prizes every half hour, and Pet Poses will be on hand to take photos of people with their pets. Rocket Dog Rescue will receive 10 percent of the proceeds from the photos.

On Halloween itself, Cortland Avenue in Bernal Heights is expected



Photo by Virginia Donohue

to be jammed with trick or treaters visiting local merchants, including Bernal Beast, which will be handing-out pet treats.

All of the pet stores mentioned above sell costumes. In addition, Jeffrey's Natural Pet Food Company, 3809-18th Street at Dolores, has a wide selection of costumes, including hot dogs, lady bugs, bumblebees, superman and pirates ranging in price from \$12 to \$20. Manager Paul Gilea reports they've already reordered the bat wing costumes three times. The shop's selection of Halloween-theme decorated biscuits starts at \$1.99 each.



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Food with a View: Kid-Friendly Restaurants

By Debbie Findling



Photo by Pamela Aspin

When I was in my 20s – single and working at low-paying jobs – I chose my bars by the quantity and quality of their complimentary happy-hour snacks. My girlfriends and I would order the drink de jour and eat greasy mozzarella sticks and jalapeno poppers for dinner. My culinary standards were heightened during my serious-relationship-seeking 30s by dates who often chose fancy restaurants to impress me. When I got married, my husband and I wine-dined our way through some of the best restaurants in the City. Now that I'm a mom, my high-end culinary standards have been reduced to two criteria: 1) my five-year-old can eat

there without fear that the waiter will move us to a table so far back that it's outside; and 2) the food doesn't taste like melted plastic.

San Francisco is famous for its openness and respect for diversity – we can run naked in Bay-to-Breakers and buy marijuana with a prescription – but we can't bring a toddler to Fleur De Lys. Given that San Francisco is home to more restaurants per capita than any other city in the world, there's at least a handful of Zagat-quality kid-friendly restaurants. And since our neighborhood is exploding with children, many of them are located on and around Potrero Hill:

Aperto

1434 18th Street at Connecticut
415-252-1625

www.apertosf.com

Boosters and high-chair

Small Italian restaurant with reasonably-priced dishes, such as house-made ravioli, that appeal to adults, and dishes like "any-shape pasta" that appeal to children and is served with their choice of sauce for only \$4.50. Aperto's opens at 5:30 p.m. weekdays, 5 p.m. on Sundays and is open for weekend brunch.

Blowfish Sushi to Die For

2170 Bryant Street at 20th Street
415-285-3848

www.blowfishsushi.com

Booths, but no boosters or high-chairs

Not for everyone, as racy Japanese cartoons serve as a soundless visual backdrop to the high-end décor of this expensive, but consistently delicious, sushi destination spot. The wait staff is friendly and seems delightfully surprised to be serving kids. Get there before 6 p.m. and you'll surely see other "still thinking that we're young and hip" parents. After 7 p.m. it's a no-kids-zone, date-night kind of place. Avocado rolls wrapped in rice paper and miso soup are inexpensive options for kids whose parents need a sushi fix.



Photo by Pamela Aspin

Buca Di Beppo

855 Howard Street at Fourth Street
415-543-7673

www.bucadibeppo.com

Boosters, booths and high-chairs
Unless you get there early, this southern Italian restaurant chain will be crowded. Food is served on enormous family-size shared platters – best to bring a large group to avoid schlepping home leftovers in doggy-bags. Kid's menu for those under 10 includes mac'n' cheese, spaghetti, pizza, and chicken parmigiana.

Don Ramon's

225 11th Street at Folsom
415-864-2700

Continued on page 19



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VIEW SUBSCRIPTIONS!

Home Remodeling

Continued from page 9

The remodeling process was anything but simple for the Zerbe family. The planning alone took two and a half years, due to San Francisco's stringent building codes and complaints about the expansion from neighbors. There were limitations on height, total size and how close they could build to the property line, as well as restrictions specific to double-unit buildings.

The red tape proved to be a blessing in disguise, however. "Because of that process I ended up staring at those papers for two and half years, thinking everything over. Now there's nothing I'd really change about it," said John. The family expects construction to take around 11 months. "It's OK, I need to be busy, I'm just one of those people," John said. Lucky, since nearly everyday, construction issues pop-up, fixtures need to be acquired, or things need to be taken in or out of storage.

So far the Zerbes have no regrets, and they're particularly pleased with the already remodeled kitchen. They hired Kenwood Furniture to custom build it to Barbara's specifications, and it turned out to be more affordable than installing off-the-shelf components. The family also has a good working relationship with contractors Royal Lion Construction.

Ten-year-old Claire is proud to show off her fluent Chinese by serving as translator with the workers. All three kids – including John, 12, and Vaughn, 6-going-on-7 – are cheerful about the remodeling process and about their temporary quarters in the Sunset. The family is looking forward to moving back to the neighborhood, though, not least of all for its sunnier weather.

Milan and Nandan Joshi hope to leave their Carolina Street home to their two children – Aniket, 4.5, and Tenima, 6.75 precisely. Like the Zerbes, the Joshis are still waiting for the conclusion of their epic remodeling effort, which has so far taken 18 months and cost them a little more than half a million dollars.

According to Nandan, their investment will be offset by the increased property value. "We're not planning on selling. We're doing it for the intangibles, you know? But if the financial side adds up then it makes it easier to justify," he said.

This is the first house that Milan and Nandan have owned since moving to the U.S. 15 and 20 years

ago respectively. When they bought it eight years ago for \$500,000, they were both working on the Peninsula but preferred the big-city-but-not feel of Potrero Hill to anything closer to their jobs. "We figured, why not live in a place where we'd actually really like to live," said Milan.

Carolina Street brought them even more joy than anticipated. "Some people call this fertility hill," Milan quipped. She'd been trying to get pregnant for 10 years to no avail, but not too long after they moved in Tenima was born.

Originally, the house was a single-story two bedroom. The remodel added a second story, plus a play/reading/meditation/sunset-watching room perched on top, with glass on three sides and a beautiful downtown view. The total addition was approximately 1,500 square feet.

The Joshis were apologetic about the prevailing chaos in their almost remodeled home. "A temporary move to a house on Mississippi Street helped them through part of the process, but now they're living in the midst of the ongoing construction. "The contractor's done a fabulous job though. That's made all the difference," said Nandan, as the contractor passed by going up the stairs.

Rain delays and in one case the delivery of a wrong-sized window have drawn out the process, but it's otherwise been relatively smooth. "You don't make mistakes with something like this, because that's just really hard to recover from," said Nandan. "But then there's always that one thing that can throw you off...." Like the Zerbes, the Joshis found that some neighbors were supportive and others much less so. "It's like life: you have people who make trouble for no good reason and people who help you for no good reason," Nandan observed.

"It's your home," Nandan said "You're watching it and involved with it from the beginning. You're so invested in it, and you can't help but love it."

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Saturday, October 14 at the Potrero Hill Neighborhood House, 953 De Haro Street

9:00 - 11:00 am Pancake Breakfast

10:00 am - 5:00 pm Art, craft, music, dance, food, kids stuff & jewelry

Potrero Hill History Night 2006

Saturday, October 21 at International Studies Academy, 655 De Haro Street

5:30 - 6:30pm Socialize, Food & Exhibits

6:30 - 9:00pm Program featuring interviews with long-time Hillers, videos and raffle

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City's Power Struggle

Continued from page 6

be contaminated with hazardous materials. CCSF also worries about air pollution from the ships installing the cable, disruption to crab fishing, and the noise made by converting electricity from direct to alternating current. And CCSF claims that the project hasn't adequately considered alternatives to its proposal to tear down a historically significant sugar warehouse and other relics of the neighborhood's industrial past.

CCSF also argues that transbay cable proponents have not fully considered whether there are more benign alternatives to meeting San Francisco's power needs. After all, the power coming from Pittsburg would be at least partly generated by burning fossil fuels, thereby contributing to environmental problems. The San Francisco Power Plant Citizens Advisory Task Force made similar objections in a separate set of comments. "The air knows no boundaries," says Phillip De Andrade, whose business, Goat Hill Pizza, is near the Mirant plant and who chairs the Task Force. "I'm not a Luddite. I don't want the lights to go out. But every time you turn around you're looking at temperatures rising and ice caps melting and hurricanes. I don't think we should enhance our reliance on fossil fuels until we have further studied the alternatives."

What alternatives? In the long-

run, San Francisco has big plans to meet more of its energy needs through non-polluting "renewable" sources. Already the City produces about 20 percent of its own energy, mostly through hydro turbines it owns at the Hetch Hetchy dam in the Sierra Nevada. In addition, it's promoting solar electricity, trying to harness the energy generated by waves or tidal action, and is working with businesses to conserve power.

In August the City announced that it will supply 1,600 new residential units and 300,000 square feet of commercial and retail space at Hunters Point with 100 percent renewable energy. "There will come a time when San Francisco will be more reliant on renewable energy than on conventional energy," says SFPUC's Winnicker.

De Andrade worries that a transbay cable could derail these clean energy projects. "When a project like the (transbay) cable comes along, all of the urgency and support for renewable energy goes out the window." San Francisco must issue permits and grant an easement for the cable and the converter station before they can be built, but city leaders haven't said yet whether they'll try to prevent the cable from being installed. Pittsburg is working to address San Francisco's concerns in a final environmental impact report. "The expected date

is late September or early October," says Joan Lamphier, a consultant to Pittsburg. "Then the City of Pittsburg will hold hearings open to the public."

In the meantime, San Francisco is working to unplug the Mirant power plant. In the short term, the City proposes to make up for the existing power plant's generation by installing three natural gas-burning turbines, Winnicker says. The turbines, which will be located just south of the Potrero Power Plant, would only fire-up during periods of peak demand, producing less air pollution than the existing facility. And the turbines wouldn't discharge water into the bay, according to Winnicker. Cal-ISO has said that

it will release the Mirant plant from its must-run contract once the three "peakers" are running, most likely sometime in 2008.

What if, after all that effort, Mirant decides it wants to keep operating the plant? For the time being, all that the plant's foes can do is keep the pressure up. Earlier this year, CBE and CCSF asked the San Francisco Bay Regional Water Quality Control Board to tighten its requirements on the plant's cooling system. The Board agreed: Mirant now has until December 31, 2008 to modify its cooling system or prove that it isn't affecting the bay. As the date approaches, activists hope it will mark the end of an era.

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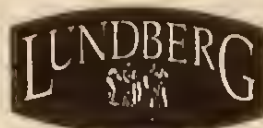


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Kid-Friendly Restaurants

Continued from page 15

No website

No booths or boosters, but high-chairs

Family-run and operated for 25 years, this Mexican restaurant doesn't have a kids' menu, but sides such as rice, beans and tortillas are cheap and fun for kids to build their own burrito. Closed on Mondays.

Eliza's

1457 18th Street at Connecticut
415-648-9999

No website

Boosters and high-chairs

Stylish, contemporary décor and white tablecloths add a sophisticated elegance to this child-friendly and notably superior Chinese restaurant.

Goat Hill Pizza

300 Connecticut at 18th Street
415-641-1440

www.goathillpizza.com

Booths, boosters and high-chairs

Locally owned since 1975, Goat Hill

invented "Neighborhood Night" – serving all-you-can-eat pizza and salad every Monday. Arrive early to avoid the lines. \$9.95 for adults, \$5.95 for children ages 6-12, kids 5 and under eat free. This Potrero Hill landmark also offers delivery service.

Hard Knox Cafe

2526 Third Street at 22nd Street
(just around the corner from Just for You)

415-648-3770

No web site

Booths, boosters and high-chairs

Corrugated tin walls, street signs and red-vinyl booths adorn this comfortable soul food joint. Inexpensive, big portions of smothered pork chops, blacken catfish, country fried steak and fried chicken are served with two heaping sides such as red beans and rice, mac n' cheese, collard greens and mashed potatoes.



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District 10 Violence

Continued from page 5

lowering the barriers between the police and the neighborhood.

"Pardini has told us in a meeting that we had with him at one point not too long ago that he just doesn't have the resources and the time to be able to do that kind of thing," said Gray.

Stampfl adds that the former Bayview captain was better at keeping residents informed and the lines of communication open. "Rick Bruce was very active with the community in terms of giving updates about what was going on, and I think the community felt more connected then. We don't get those updates anymore like that."

Dick Millet, vice president of the Potrero Boosters Neighborhood Association, used to regularly attend the Residents of the Southeast Sector (ROSES) meeting, an assembly of local residents and the district police

captain to discuss security problems in Bayview and Potrero Hill. The gathering was held once a month for the past 15 years at City College of San Francisco's Southeast Campus located in Bayview's north side, until Pardini discontinued them and started holding his own meetings exclusively at the Bayview Police Station—a location that forced members to drive through the heart of Bayview. "In Potrero Hill it hurt us because some of us are afraid of going into Bayview," said Millet.

For now, District 10 residents continue to focus on raising the police's profile in the community. And for many, the struggle to create a safer neighborhood is a top priority. "My daughter woke up to gunfire at 6:30 in the morning," said Pauline Peele. "There's no rhyme or reason to it."

A View from the Past

By Abigail Johnston, The Potrero Archives Project



Photo from the View archives

Celebrating its 70th anniversary this year, Strand Service-Appliances is the oldest family-owned-and-operated business on Potrero Hill. It all began in 1936, when Hill native Bert Kloehn bought Larry Strand's gas station on Third and Mariposa streets and started dispensing phonograph records and toasters as well as automotive services. In 1943, needing more space after adding refrigerators and other large items to the mix, Bert rented a storefront—for \$45 a month!—on 20th Street, where Ford Realty is today. During the early days of television, Bert delighted the locals by keeping two turned-on sets in his windows.

The photo above was taken in 1953, just before Strand opened in a new location at the corner of 18th and Missouri. (Sharp eyes may recognize the site as that of the former beloved Daily Scoop and now of Chez Papa Bistrot). When the building formerly occupied by Ferrari's Hardware became available in 1963, Bert bought it and moved his business once again. Today his daughter Judie Lopez is the resident proprietor at 344 Connecticut Street, where Strand's windows continue to intrigue passers-by with displays of old photos and artifacts, including RCA Victor's "spokesdog," Nipper.

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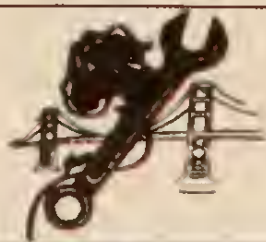
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Today's Real Estate in San Francisco

by Angela Rubin &
Marianne Schier



THE CHICKEN LITTLE THEORY

At a real estate conference recently, a member of a group of economists speaking to a full room of real estate professionals suggested they consider something when they heard, as we all often do, that a real estate crash was imminent. He showed a graph for the past 100 years. On it was the average price of a home in our nation for each of those 100 years.

"Notice," he said, "that it hasn't gone down...not even once." He assured us that there have been years in which home prices dropped in certain neighborhoods, and even in certain counties and states. But the underlying trend has always been for home prices to rise. In short, they may fall in certain areas for brief periods of time, but they will continue to outpace the rate of inflation in the long run, if the past century is a good enough guide.

This has led some of us to a new Chicken Little Theory. There are almost always analysts – self-styled experts – declaring that the real estate market is about to crash. Why do they do this? Because doing so sells a lot of newsletters and magazines and books. That is reason enough, one supposes, but it isn't reason for any of us to give these analysts any more credibility than they deserve. Let's talk, just call Angela or Marianne at 447-6210 or 345-3169.

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Energy Questions 101

By Robynne Boyd

Special to the Neighborhood Newswire

We're an energy dependent society. From grabbing orange juice from the fridge in the morning, to checking email throughout the day, to switching off our bedside table light before going to sleep, we rely on electricity 24/7. Yet, many of us don't know how best to reduce our energy use. Chris Lowe, Rocky Mountain Institute's media and outreach specialist, Nicole Tam of Pacific Gas and Electric Company's News Department, and Steven Moss, San Francisco Community Power's executive director, answered some common energy questions to help make us more informed, and consequently, more efficient.

1. Is it worth turning off electric devices, or do they use more power when you turn them on and off frequently?

In general, you'll save energy if you turn electric devices off. However, even when a television is off, it continues to draw half the amount of electricity it uses when it's on, since TVs are programmed to turn on to the last channel watched when turned on again. This is true for almost any appliance or electric device that gets plugged into the wall – they continue to draw power even when they're switched off.

To achieve the best energy savings, unplug the device entirely, or use power strips for all equipment and turn the strip off when the appliances are not in active use. This strategy will also help protect delicate gear from power surges.

It's a somewhat different story for computers. When a computer's in standby mode it doesn't draw a lot of energy. If a computer isn't being used for more than an hour – and certainly when you leave the office

at night – turn it off. Otherwise, put it on standby.

2. Does switching appliances on and off frequently cause more wear and tear, thereby shortening their life spans?

There's no evidence that frequent on/off switching creates additional wear and tear. And given that almost all of the significant technologies we use – including computers, televisions and refrigerators – become obsolete within three to five years, any additional degradation isn't likely to impact the equipment's economic value. Ten years from now most new electronic equipment is likely to use much less electricity than existing models.

3. How much electricity do home appliances draw?

It depends on the size, age and model, but typical energy-use patterns include:

- * **Clothes Dryer:** On average an electric dryer consumes 970 kilowatt-hours a year (kWh/yr)
- * **Dishwasher:** An older dishwasher uses up to 850 kWh/yr, while newer models use less than 400 kWh/yr, and the most efficient equipment use less than 282 kWh/yr.
- * **Refrigerator:** In 2003, the federal standard for a medium-sized refrigerator with freezer on top was 540 kWh/yr; the most efficient models today use less than 390 kWh/yr.
- * **Washing Machine:** 870 kWh/yr. Hot or warm water accounts for about 90 percent of the appliance's energy use; reduced use of higher temperatures can significantly lower a washing machine's energy demand.

4. How much electricity do office electronics draw?

Again, it depends on the year, make and model; the figures below are based on offices that leave their equipment on 24-hours a day.

- * **Computer:** Many computers have power management systems that can be enabled to save as much as 80 percent of the electricity that would have been wasted.

- Desktop: Each device will use 568 kWh/yr.

- Laptop: About 131 kWh/yr.

- * **Printer:** Laser printers use more energy than inkjet printers.

- Laser Jet: 376 kWh/yr

- Inkjet: 149 kWh/yr

- * **Copier:** 1,005 kWh/yr

- * **Fax Machine:** 87 kWh/yr

5. Many computer systems are set to back-up after hours, a process that can take 60 minutes or more. But for this to occur computers must be left on after the work day is over. What's the solution?

Most computers have a built-in timer, which will enable the equipment to run at regular mode for more than hour, and then automatically shutdown. It may take some up front time to set things up, but once done the energy savings will be ongoing.

6. How much electricity is saved by turning air conditioning down or off?

A whole lot – air conditioners use a substantial amount of electricity. Turning up the thermostat by 10 to 15 degrees Fahrenheit during hot weather can reduce your electric bill by between five and 15 percent. According to the U.S. Department of Energy, each degree below 78 degrees Fahrenheit increases electricity consumption by eight percent.

7. What about sail and motor boats? What are their major sources of electricity use?

Most sailboats have a motor and batteries. When boats leave the harbor they rely on batteries to

run their electronics for cooking and navigation. The batteries are recharged when the boat docks, or when the motor is running. Sailboats don't usually motor long enough to fully recharge their batteries. The trick is to make sure to recharge batteries for all equipment "off-peak" – between 8 p.m. and 11 a.m. – as a way to save money and reduce strain on the electrical system.

8. What's the most energy efficient way to get rid of appliances and old lighting?

Recycle them! Most companies that sell appliances and deliver them to your home will take them away and recycle them. All computer manufacturers will take back old computers.

9. What's the most surprising energy fact?

Upwards of 25 percent of all daily energy demand in the U.S. is from appliances plugged in but turned off. These electronic leeches are sapping the electricity grid. There's a simple solution, unplug them or turn them off with power strips.

For more information, contact Pacific Gas and Electric Company, <http://www.pge.com/>

- * Energy Saving Tips: http://www.pge.com/res/energy_tools_resources/tips/index.html

- * Appliance calculator: http://www.pge.com/res/energy_tools_resources/appliance_calculator/index.html

- * Recycling and replacing refrigerators: http://www.pge.com/docs/pdfs/res/rebates/refrigerator_recycling/refrigerator_recycle_v12.pdf

- * Rocky Mountain Institute, "Home Energy Briefs" <http://rmi.org/>

- * San Francisco Community Power, www.sfpower.org

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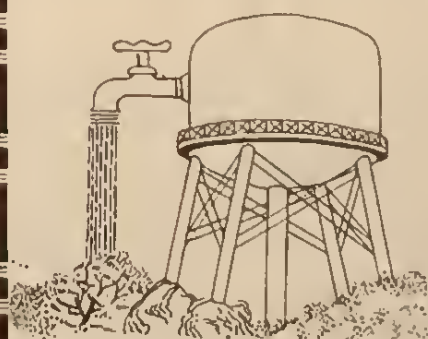
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